



Malibu® Cocktails Variety 8 Pack

Sip on Summer with the latest addition to our top performing Malibu RTD cocktail range.

Contains two cans of four flavors:



SRP: \$21.99
 PROMO: \$19.99
 ALC./VOL: 7%
 SIZE: 8 PACK
 LAUNCH: MAY 23

PRODUCT SPECIFICATIONS	
Carton Size/Weight	4.45" x 9.1" x 6.158" / 6.6lbs
Case Size/Weight	13.9" x 9.4" x 6.3" / 20.2lbs*est (3 x 8 packs/tray)
UPC	0 89540 53628 6
SCC	100 89540 53608 5
NABCA	010 - 101984 - 35

CATEGORY OPPORTUNITY

- Variety Packs now represent 31% of the spirit RTD category driving 47% of the \$ growth¹
- Variety Packs represent 4 out of the Top 5 performing RTD SKUs by velocity and demonstrate high shelf productivity²

STRONG CONSUMER DEMAND

- Malibu RTDs are fastest growing rum-based RTD by volume⁴
- More than 2/3 of RTD drinkers want to buy Malibu variety pack - 70% purchase intent⁵

FAQS

What is the ABV of the four flavors? 7% ABV
 Are flavors still or sparkling? Still
 What is the shelf life of the pack? 12 months
 What is the product made from? Malibu Rum and Natural Flavors